

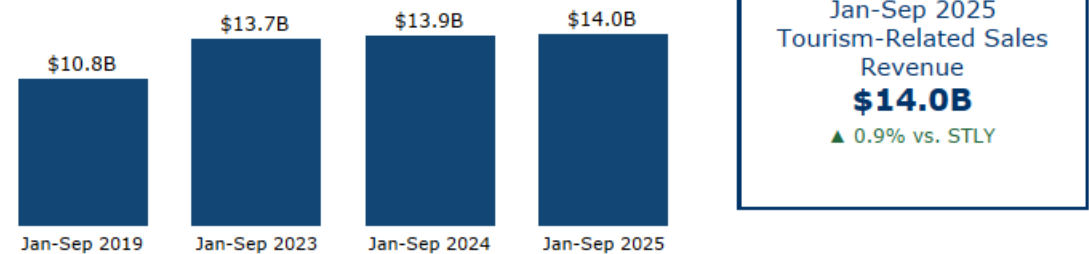
MISSOURI DIVISION OF TOURISM

November 2025 Missouri Travel Barometer
(Data available as of 12/10/2025)



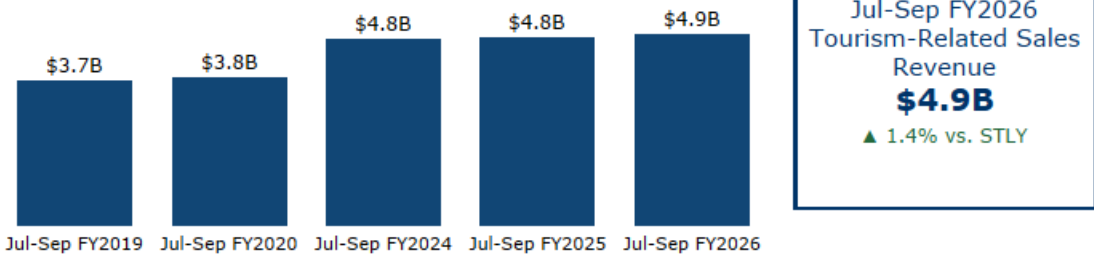
Calendar Year-to-Date

Tourism-Related Sales Revenue by Year
Calendar Year

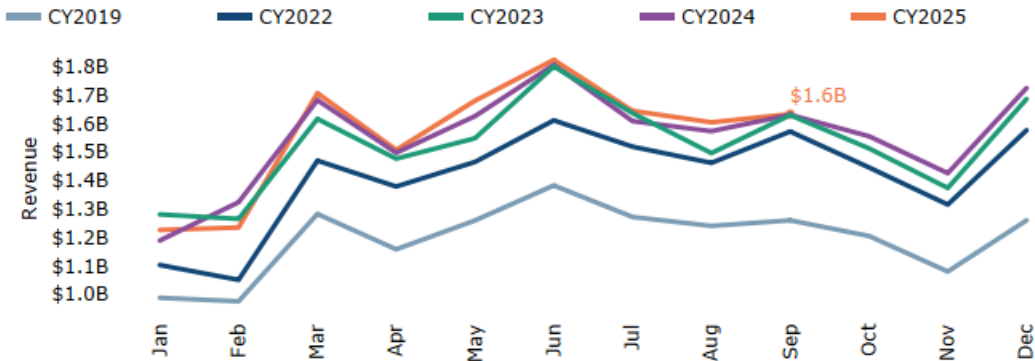


Fiscal Year-to-Date

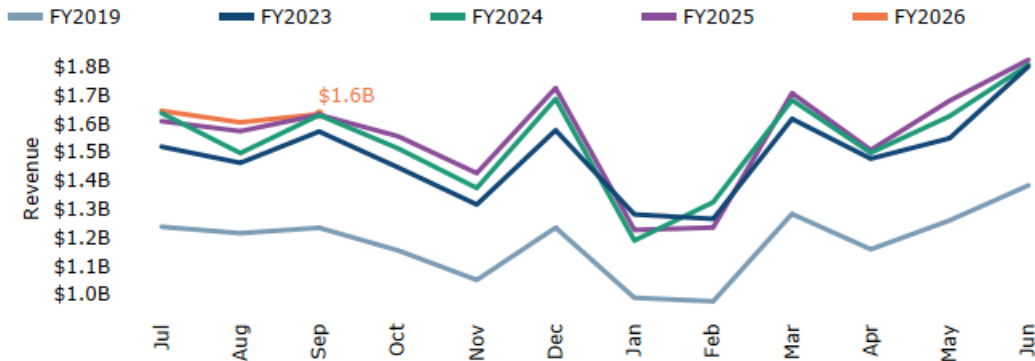
Tourism-Related Sales Revenue by Year
Fiscal Year



Tourism-Related Sales Revenue by Month
Calendar Year



Tourism-Related Sales Revenue by Month
Fiscal Year



Note: NAICS codes fluctuate by month and by season even in a normal year
STLY = Same Time Last Year

Hotel Performance

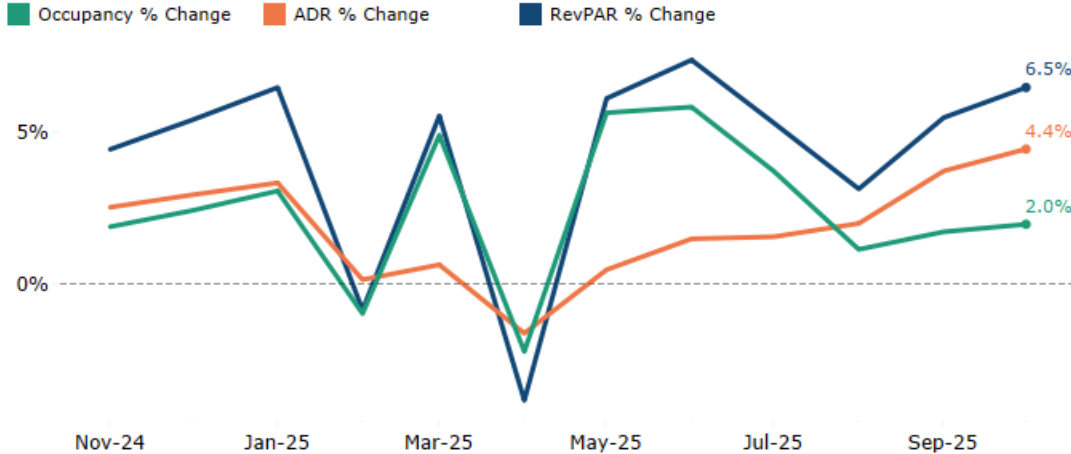
	Occupancy	ADR	RevPAR	Supply	Demand	Revenue
Oct 2025	62.1%	\$130	\$81	3.3M	2.1M	\$270.0M
Change vs. Previous Year	▲ 2.0%	▲ 4.4%	▲ 6.5%	▼ 1.1%	▲ 0.9%	▲ 5.4%
Year-to-Date	59.0%	\$124	\$73	32.7M	19.3M	\$2.4B
Change vs. Previous Year	▲ 2.6%	▲ 1.6%	▲ 4.2%	▼ 0.1%	▲ 2.5%	▲ 4.1%

Short-Term Rental Performance

	Occupancy	ADR	RevPAR
Oct 2025	40.3%	\$238	\$96
Change vs. Previous Year	▲ 10.0%	▲ 23.1%	▲ 35.5%
Year-to-Date	39.6%	\$233	\$92
Change vs. Previous Year	▲ 7.4%	▲ 10.6%	▲ 18.8%

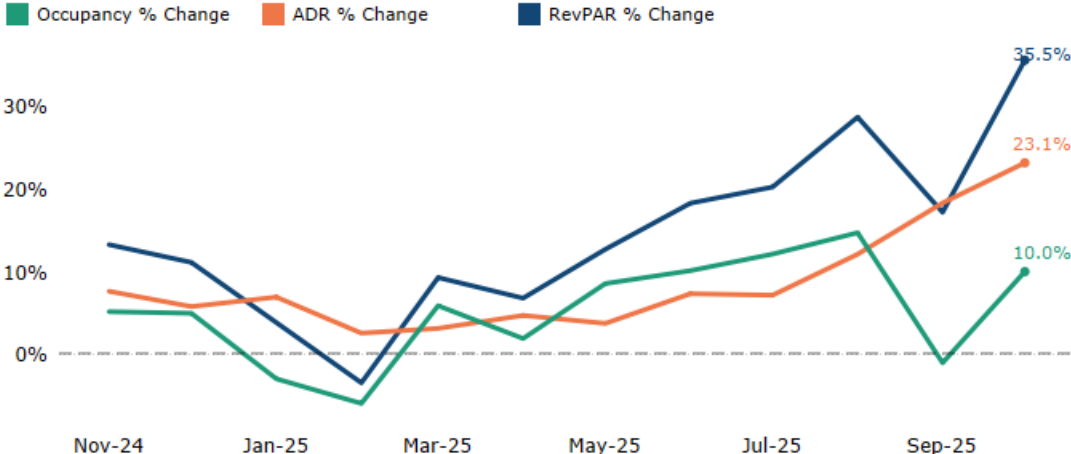
STR Monthly Lodging Trends

% Change from Previous Year



KeyData Short-Term Rental Monthly Lodging Trends

% Change from Previous Year



Source: STR
Republication or other re-use of this data without express written permission of STR is strictly prohibited.

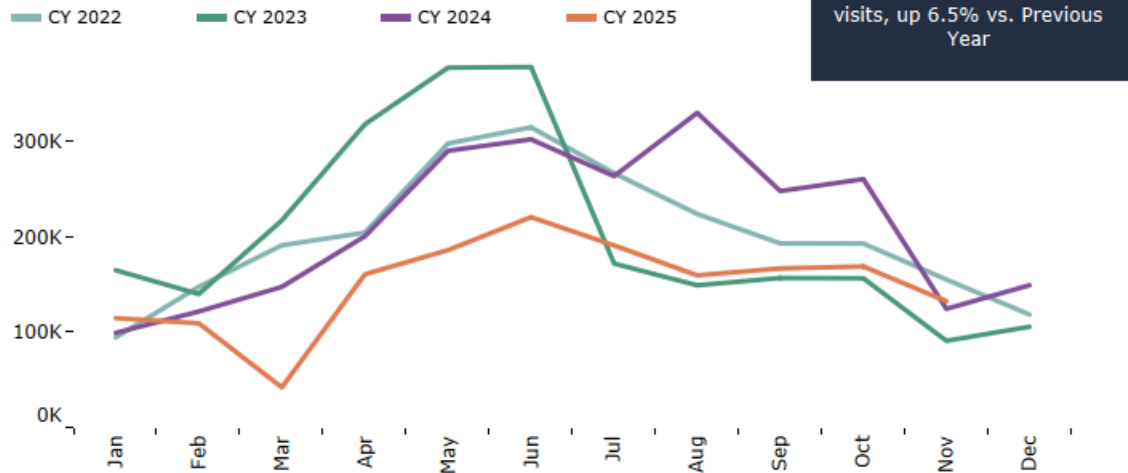
Source: KeyData
KeyData listings include short-term rental properties listed by websites like Airbnb and HomeAway. Data from KeyData starts in September 2021



Calendar Year-to-Date



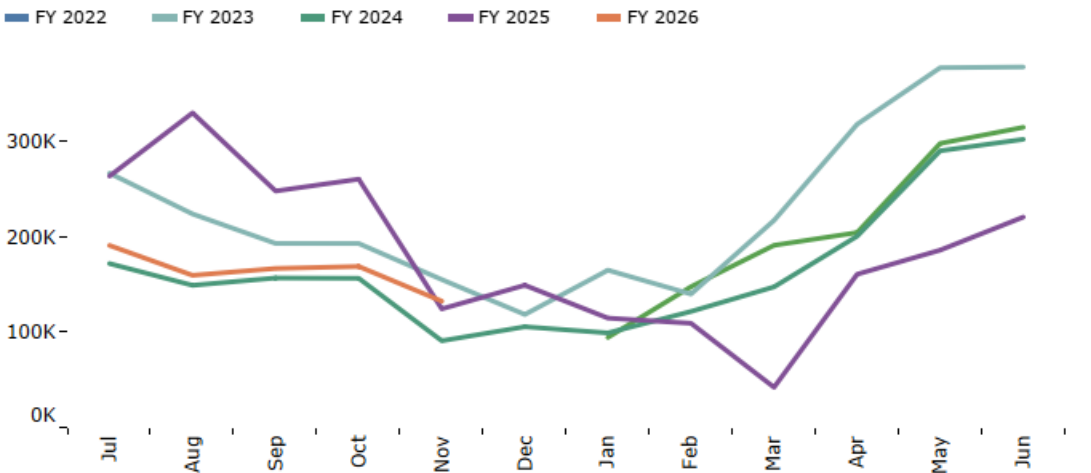
Calendar Year Visits to VisitMO.com by Month



Fiscal Year-to-Date

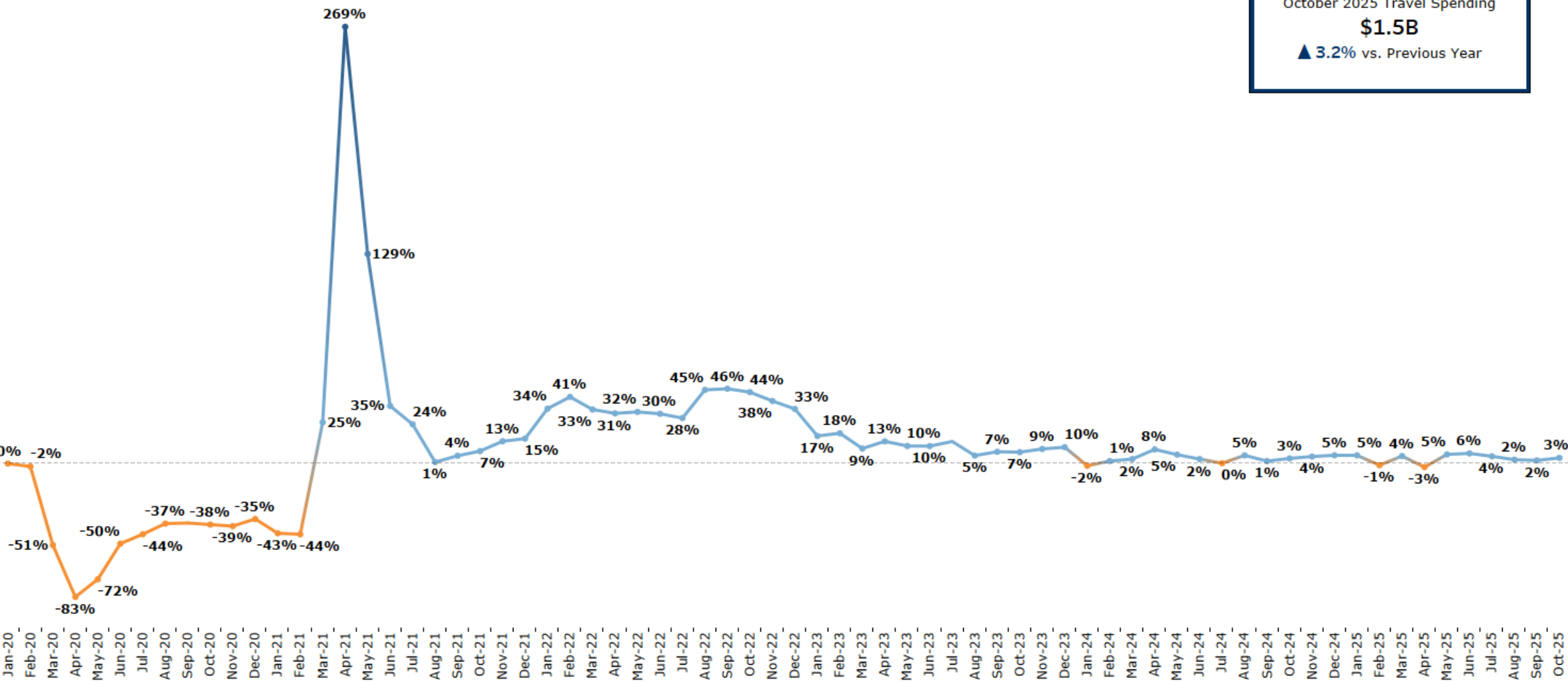


Fiscal Year Visits to VisitMO.com by Month



Travel Spending in Missouri

% Change from the same month in Previous Year



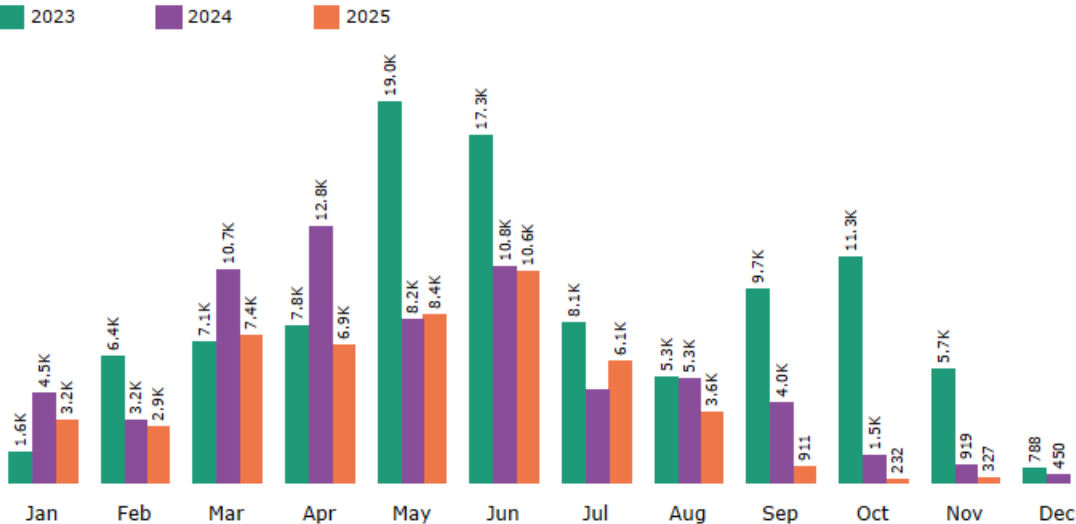


Travel Guide Fulfillment

Nov 2025
327
▼ -64.4% vs. STLY

Jan-Nov 2025
50.5K
▼ -24.1% vs. STLY

Fulfillment of Travel Guide Orders from All Sources by Month



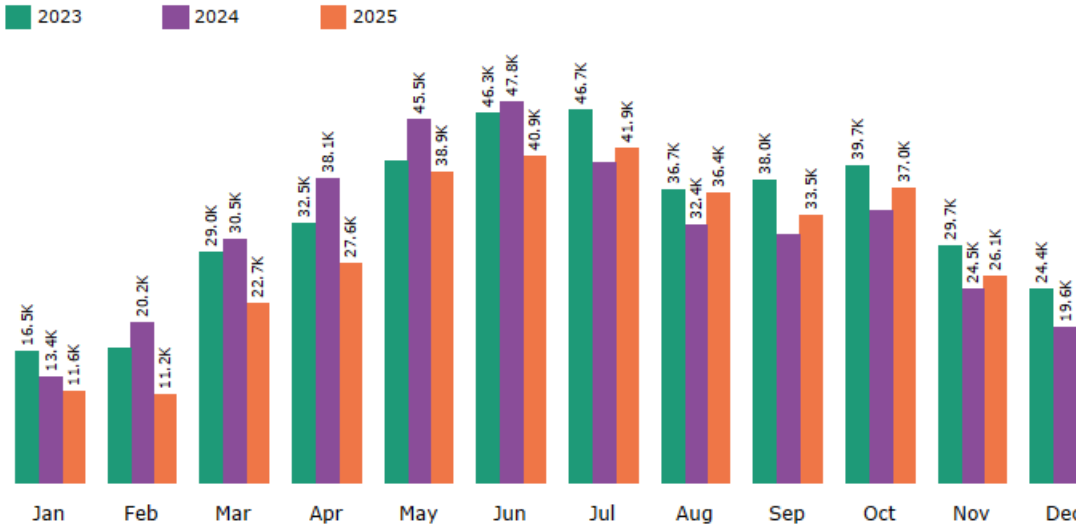
Note: Visits to the MDT website and marketing responses will always fluctuate due to seasonal travel patterns. Travel guide orders come through website orders, RSL leads and telephone calls.

Welcome Center Visits

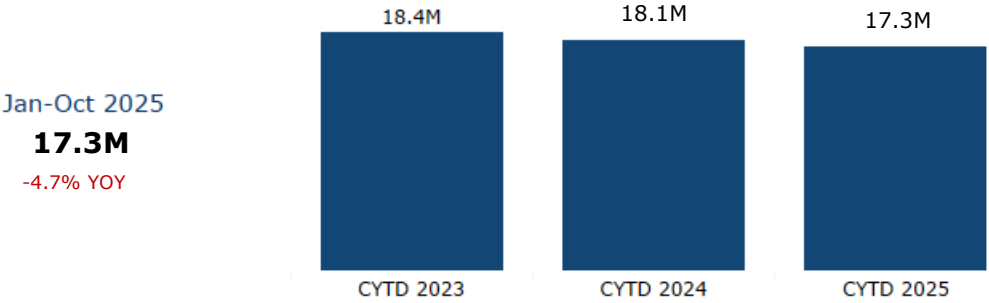
Nov 2025
26.1K
▲ 6.6% vs. STLY

Jan-Nov 2025
327.6K
▼ -8.5% vs. STLY

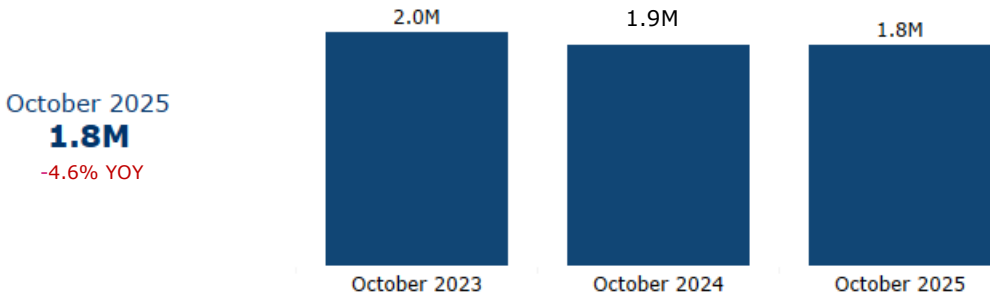
Welcome Center Visits by Month



Calendar Year-to-Date Visitation

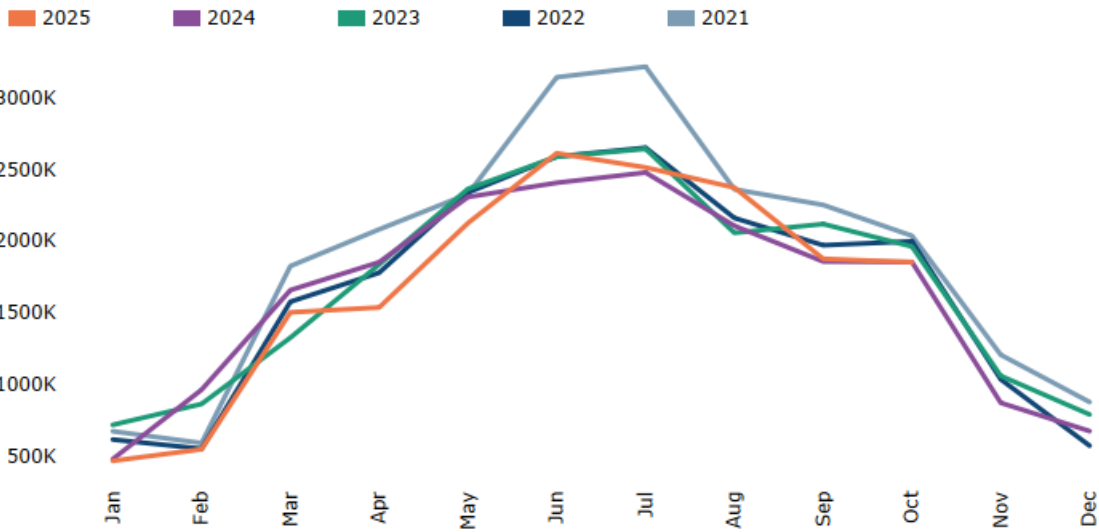


Monthly Visitation



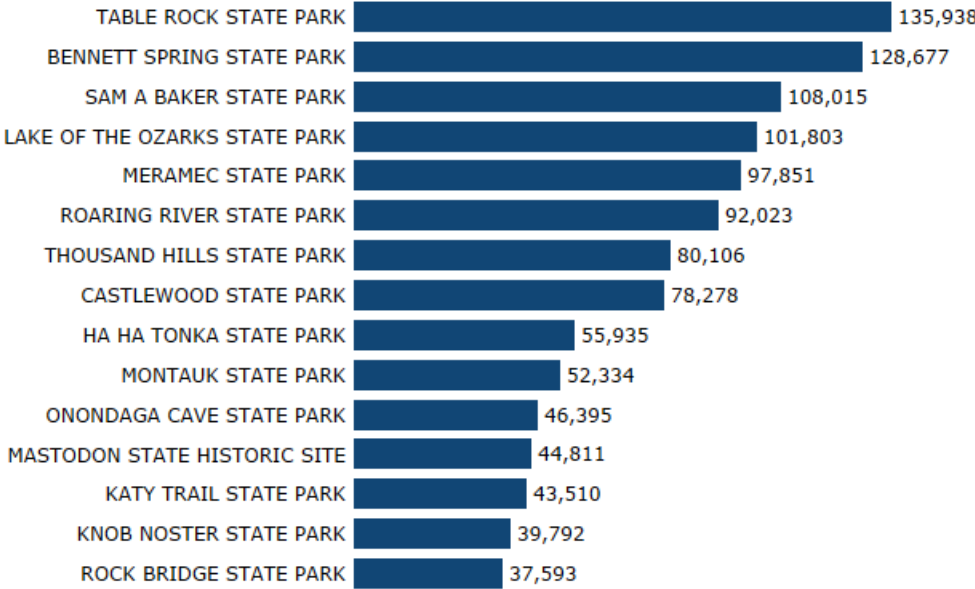
State Parks Visitors by Month

All Missouri State Parks

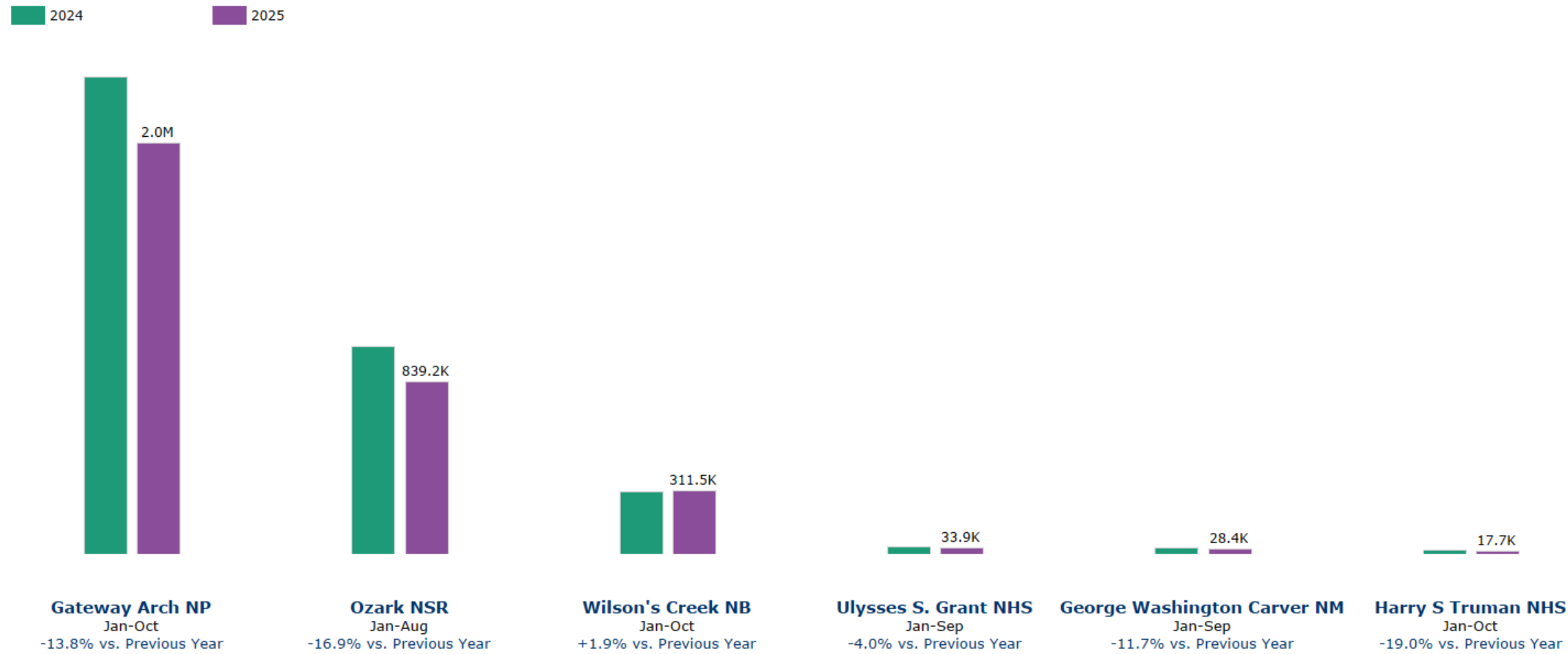


Note: Monthly state park data collection started in September 2019

Most Visited Missouri State Parks in October 2025



Attendance by Park



Airport Throughput by State

October 2025

Month
October 2025

Primary State
Missouri

Comparison State 1
Tennessee

Comparison State 2
Illinois

Compare to
Previous Year

Report Type
Month



Missouri Throughput
October 2025 Month
1.3M

MOM
▲ 5.5%

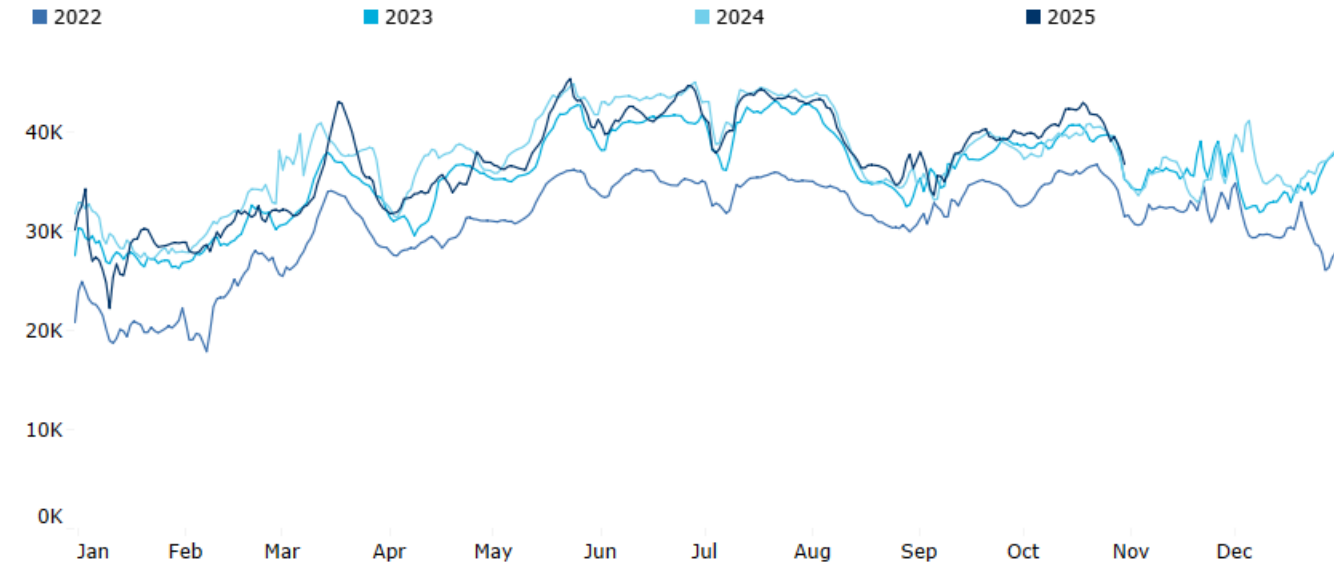
October 2025 YOY
▲ 5.3%

October 2025 vs. 2019
▲ 6.5%

Month vs. Previous Year
▲ 5.3%

Throughput: Missouri

7 day moving average trend



Source: TSA

Competitive Set Throughput

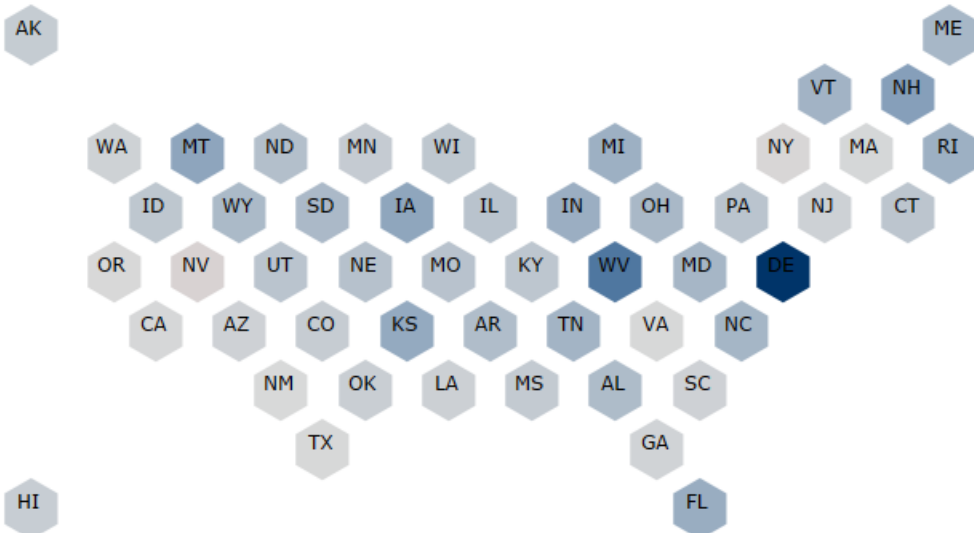
Last 6 months, vs the same months in 2024

	May-25	Jun-25	Jul-25	Aug-25	Sep-25	Oct-25
Missouri	-4%	-3%	-1%	+1%	+2%	+5%
Tennessee	+0%	+3%	+2%	+2%	+3%	+9%
Illinois	-2%	+1%	+3%	+2%	+2%	+5%
USA	-2%	-1%	+1%	+1%	+0%	+4%

Throughput by State of Departure

October 2025 Month vs the same time period in 2024 (Click to filter)

Throughput YOY
-50.0%  +50.0%



Missouri Throughput by Airport

October 2025

Month

October 2025

State

Missouri

Compare to

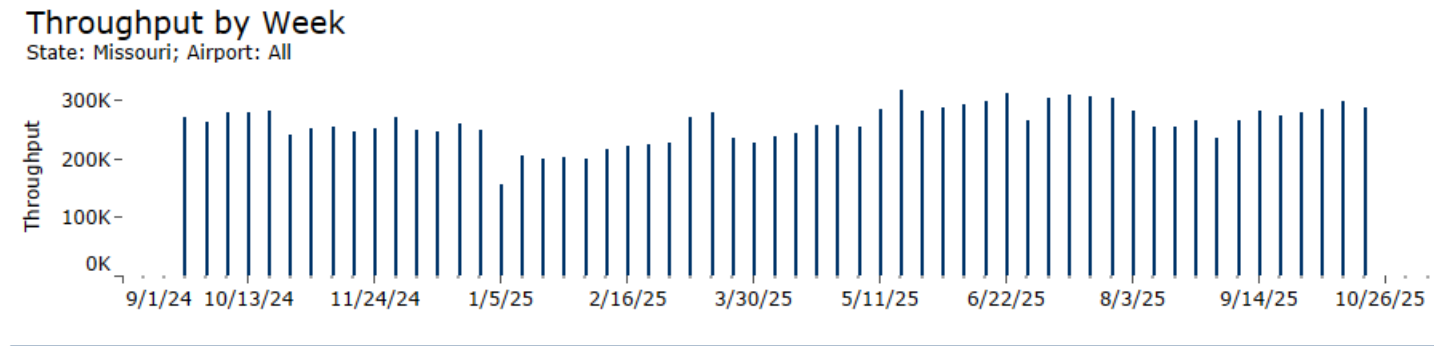
Previous Year

Report Type

Month

Airport

All



Missouri Airports

Throughput for the last 6 months, % change compared to 2024

	May-25	Jun-25	Jul-25	Aug-25	Sep-25	Oct-25
All Airports	-4%	-3%	-1%	1%	2%	5%
St. Louis Lambert International	-4%	-3%	-1%	1%	3%	5%
Kansas City International	-5%	-4%	-4%	-2%	-1%	4%
Springfield-Branson National	8%	6%	13%	13%	9%	15%
Columbia Regional	7%	5%	10%	6%	22%	44%
Joplin Regional	67%	39%	27%	15%	6%	13%
Cape Girardeau Regional	1%	4%	17%	5%	23%	-13%
Waynesville-St Robert Regional Forney Field	29%	31%	8%	18%	12%	14%
Kirksville Regional	2%	-14%	-12%	-13%	-22%	-15%
Branson Airport	-100%	-100%	-100%			

